



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Media Placement Service
709 Westchester Drive
Suite 101
Highpoint, NC 27262

Contract # 338947

Schedule Dates	10/29/12-11/05/12	Date Entered	10/25/12
Advertiser	Troxler Commissioner Agriculture (9768)	Last Modified	10/25/12
Agency	Media Placement Service (2733)	Entered By	Dave Wade
Product	Political - State Candidate (1071)	CO-OP	No
Brand	POLITICAL (28001)	Headline #	
Salesperson	Wade, Dave (1546)	Demo	
Sales Office	WSOC-TV	Order Type	Normal
Buyer Name	Verrillo, Dan	Package Deal	
Phone/Fax	(336) 289-2955 / 1659	Commission %	15.00
CPE	1659	Commission	\$1,747.50
Account Types	Local/Political	Net Total	\$9,902.50
Billing Type	Standard	Sales Tax	
Comments			

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Nov. 2012	20	\$11,650.00
Grand Total:	20	\$11,650.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/30/12-11/02/12	5	:30	6P- 6:30P (EST)	2		X	X	X	X			2	\$1,100.00	\$2,200.00	Charlotte (WSOC)		10/25/12
2.0	Normal Line / Spot	10/30/12-11/02/12	5	:30	5A- 5:30A (EST)	2		X	X	X	X			2	\$425.00	\$850.00	Charlotte (WSOC)		10/25/12
3.0	Normal Line / Spot	10/30/12-11/02/12	5	:30	5:30A- 6A (EST)	2		X	X	X	X			2	\$425.00	\$850.00	Charlotte (WSOC)		10/25/12
4.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	8A- 9A (EST)	3		X	X	X	X			3	\$975.00	\$2,925.00	Charlotte (WSOC)		10/25/12
5.0	Normal Line / Spot	10/30/12-11/02/12	5	:30	10A- 11A (EST)	2		X	X	X	X			2	\$375.00	\$750.00	Charlotte (WSOC)		10/25/12
6.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	3P- 4P (EST)	2		X	X	X	X			2	\$375.00	\$750.00	Charlotte (WSOC)		10/25/12
7.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	5A- 5:30A (EST)	1								1	\$425.00	\$425.00	Charlotte (WSOC)		10/25/12
8.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	8A- 9A (EST)	1								1	\$425.00	\$425.00	Charlotte (WSOC)		10/25/12
9.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	10A- 11A (EST)	1								1	\$375.00	\$375.00	Charlotte (WSOC)		10/25/12
10.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	3P- 4P (EST)	1								1	\$375.00	\$375.00	Charlotte (WSOC)		10/25/12
11.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	5A- 5:30A (EST)	1								1	\$425.00	\$425.00	Charlotte (WSOC)		10/25/12
12.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	8A- 9A (EST)	1								1	\$425.00	\$425.00	Charlotte (WSOC)		10/25/12
13.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	10A- 11A (EST)	1								1	\$375.00	\$375.00	Charlotte (WSOC)		10/25/12
14.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	3P- 4P (EST)	1								1	\$375.00	\$375.00	Charlotte (WSOC)		10/25/12

CONFIRMATION CONTRACT

Date:	Accepted Station:	Date:	Comments:
WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.			

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

☐ FEDERAL CANDIDATE
(check applicable box)

☒ STATE/LOCAL CANDIDATE

The Board of the National Association of Broadcasters must sign the Candidate on Page 3

Station and Location:

W50C-TV

Date:

10-10-12

I, Reggie Shufft

being/on behalf of:

Steve Troxler

qualified candidate of the

Republican

- a legally

party for the office of:

NC Commissioner of Agriculture

in the

General

election to be held on:

Nov. 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
All Attached					

Total Charges:

\$9901.50